

COMMUNICATION SCHEMA OF ONLINE SYSTEM AND METHOD OF
LOCATING CONSUMER PRODUCT
IN THE ENTERPRISE PRODUCTION PIPELINE

5 ABSTRACT OF THE DISCLOSURE

 An online communication schema for an online vehicle
ordering and tracking system is provided. The
communication schema includes a search request message
and a search reply message. The search request message
10 includes at least one search criteria, including make and
model of a vehicle, and a weighting of each criterion.
The search reply message includes a list of vehicles
substantially matching the search criteria, and a
plurality of vehicle configuration parameters of the
15 vehicles substantially matching the search criteria,
including make, model, dealer identifier, price, and
color.